

# RURAL HEALTH WORKSHOP

## June 11-13, 2024 The Renaissance Hotel, Baton Rouge

### Tuesday, June 11

7:00 a.m. – 8:00 a.m.	<b>Check-In and Breakfast with Exhibitors</b>
8:00 a.m. – 8:45 a.m.	<b>Welcome and Workshop Opening</b>
8:45 a.m. – 9:30 a.m.	<b>National Association of Rural Health Clinics (NARHC) Updates</b> Sarah Hohman, MPH, CRHCP Director of Government Affairs National Association of Rural Health Clinics (NARHC)
9:30 a.m. – 10:00 a.m.	<b>Break with Exhibitors</b>
10:00 a.m. – 12:00 p.m.	<b>Breakout Sessions</b>
12:00 p.m. - 1:30 p.m.	<b>Ask the Experts: Medicaid Managed Care Organizations</b>
1:30p.m. – 3:30 p.m.	<b>Breakout Sessions</b>
3:30 p.m. – 4:00 p.m.	<b>Break with Exhibitors</b>
4:00 p.m. – 4:45 p.m.	<b>A View from the Hill: Rural Health Updates from Washington, D.C.</b> Zil Joyce Dixon Romero State Government Affairs Manager National Rural Health Association (NRHA)
4:45 p.m. – 5:00 p.m.	<b>Closing</b>
5:00 p.m. - 6:30 p.m.	<b>Networking Reception</b>

# RURAL HEALTH WORKSHOP

## Wednesday, June 12

7:00 a.m. – 8:00 a.m.

**Breakfast with Exhibitors**

8:00 a.m. – 8:15 a.m.

**Welcome Back**

8:15 a.m. – 9:00 a.m.

**2024 Medicare Updates**

Catherine Snow, MHA, MS

Outreach Specialist

Centers for Medicare & Medicaid Services (CMS)

Dallas Regional Office

9:00 a.m. – 9:30 a.m.

**Break with Exhibitors**

9:30 a.m. – 11:30 a.m.

**Breakout Sessions**

11:30 a.m. - 12:30 p.m.

**Networking Lunch**

12:30 p.m. – 2:30 p.m.

**Breakout Sessions**

2:30 p.m. - 3:00 p.m.

**Break with Exhibitors**

3:00 p.m. – 3:30 p.m.

**USDA Rural Development Community Programs**

Matthew Seaton

Community Programs Director

United States Department of Agriculture (USDA)

Louisiana Rural Development

Kyla Fleming

Loan Specialist

United States Department of Agriculture (USDA)

Louisiana Rural Development

3:30 p.m. - 4:30 p.m.

**CMS Listening Session**

Catherine Snow, MHA, MS

Outreach Specialist

Centers for Medicare & Medicaid Services (CMS)

Dallas Regional Office

4:30 p.m. – 5:00 p.m.

**Closing**

# RURAL HEALTH WORKSHOP

## Thursday, June 13

- 7:00 a.m. – 8:00 a.m. **Breakfast with Exhibitors**
- 8:00 a.m. – 8:15 a.m. **Welcome Back**
- 8:15 a.m. – 9:00 a.m. **Louisiana State Legislative Updates**  
Zach Snyder, JD, MPA  
Policy Analyst  
Louisiana Rural Health Association
- 9:00 a.m. – 9:30 a.m. **Louisiana Licensing Updates**  
Libby Gonzales, RN, BSN  
Medical Certification Program Manager  
Louisiana Department of Health (LDH), Health Standards Section
- 9:30 a.m. – 10:00 a.m. **Health Professional Shortage Area (HPSA) Update**  
Beth Butler  
HPSA/SLRP Program Manager  
Well-Ahead Louisiana
- 10:00 a.m. – 10:30 a.m. **Break with Exhibitors** (Last Chance!)
- 10:30 a.m. - 11:00 a.m. **The Rural Opioid Crisis**  
William “Beau” Clark, MD  
East Baton Rouge Parish Coroner
- 11:00 a.m. - 11:30 p.m. **Office of Women’s Health and Community Health (OWHCH)**  
Tangela Womack  
Assistant Secretary  
Louisiana Department of Health (LDH)  
Office of Women’s Health and Community Health
- 11:30 a.m. – 12:00 p.m. **Closing**  
**See you next year!**

# RURAL HEALTH WORKSHOP

## Breakout Sessions

*Additional sessions will be added as speakers are confirmed*

### **Revitalizing Rural Healthcare: Innovations in Finding the Right People for Rural Health Systems**

Jheri Corb  
AHS&G

Jay Sage  
Workforce Solutions

Ensuring access to quality healthcare in rural areas presents unique challenges including the recruitment and retention of skilled healthcare professionals. This speaking engagement will explore innovative strategies and transformative approaches to attract and retain the right people for rural health systems while leveraging technology and workforce solutions to promote cost savings and employee retention.

### **What Rural Hospitals Should Know About Partnerships**

Jeffrey Sommer, MPP  
Stroudwater Associates

Clare Kelley, MPH  
Stroudwater Associates

Participants will receive a comprehensive framework for understanding partnerships and their relevance in today's rural healthcare landscape. The session will delve into alternative partnership structures and emerging partnership models.

The presentation will include real-world case studies, offering tangible examples of how the value of rural health systems can be measured and sustained, whether by remaining independent or through strategic partnerships tailored to specific organizational circumstances. Importantly, these case studies will include lessons relevant to improving and refining existing partnerships as well as crafting new partnerships. A crucial aspect of this presentation involves an examination of stand-alone strategic and operating risks for rural health systems, along with tools to identify and mitigate inherent partner risks associated with any collaboration. By exploring these case studies, participants will gain valuable insights into the essential attributes of successful partnerships, approaches for improving existing partnerships and the inherent risks associated with such collaborations.

### **Rural Health Clinic Billing Transition**

Amy Graham  
Stroudwater Associates

This session will share how a New York physician practice received designation to become a Provider-Based Rural Health Clinic (RHC) under a rural hospital, and after several starts and stops related to RHC billing, was able to successfully bill and collect payment for services provided as a Rural Health Clinic.

## **Starting Chronic Care Management in a Rural Health Clinic**

Scott Brouillette MSN, RN, CCRN, NI-BC  
Gulf South Analytics

This presentation provides a guide for starting Chronic Care Management (CCM) programs that are tailored to rural health clinics. You will learn how to overcome challenges, establish effective processes, and ensure sustainability for providing quality patient care. Gain practical insights and strategies to initiate your CCM program and make a meaningful impact in rural healthcare delivery.

## **Update on Brain Health: improving Care in Rural Louisiana**

Julie Knight, MS, MBA  
Well Ahead Louisiana

Anne Foundas, M.D.  
Brain Institute of Louisiana

This presentation will provide an update on Louisiana's response to the increasing incidence of Alzheimer's Disease and Related Dementias (ADRD) diagnosed in Louisiana and the states response. The Louisiana Alzheimer's Coalition has developed the 5 year strategic plan on ADRD to set statewide priorities in the areas of engaging & educating the public, providing a skilled & diverse workforce, policies & partnerships, and data measurement and utilization.

## **Empowering Youth: "It's a Girl Thing: Making Proud Choices"**

Claudia Wade  
Union General Hospital

Join us in exploring the impactful initiative led by Union General Hospital (UGH) in Union Parish, Louisiana, known as "It's a Girl Thing: Making Proud Choices." This program tackles critical issues surrounding teen pregnancy, sexually transmitted diseases (STIs), and HIV within rural communities. Discover how this program, originating from a Community Health Needs Assessment, has evolved to become a beacon of hope and empowerment for 6th through 12th-grade girls. Learn about the comprehensive range of services offered, the remarkable outcomes achieved, and the well-deserved recognition received. This presentation celebrates the dedication, success, and impact of empowering youth to make proud choices for their sexual health and overall well-being.

## **Engaging a Multi-Disciplinary Outreach Approach to Address Medicaid Unwind Health Disparities Results in Increase in Health Insurance Coverage**

Ashley Orphe  
Southwest Louisiana Area Health Education Center

Taffy Morrison  
Southwest Louisiana Area Health Education Center

The implementation of a multi-disciplinary evidence-based outreach approach has resulted in Louisiana ranking 2nd in the nation for increased Marketplace enrollment coverage. This session will discuss how leveraging state, public health, clinical and federally funded resources address the health disparities related to health insurance coverage in the midst of unprecedented Medicaid coverage terminations.

## **Transforming Your Code of Conduct Into an Effective Compliance Tool**

Michael Schulze  
Sullivan Stolier Schulze, LLC

Heather Arrington  
Sullivan Stolier Schulze, LLC

The investigations, prosecutions, settlements and other enforcement actions announced almost every day by the U.S. Department of Justice, the HHS Office of Inspector General (OIG), and Louisiana Medicaid Fraud Control Units (MFCU) make it clear that every provider participating in Medicare and Medicaid needs to implement and follow an effective compliance plan. One of the most important components of a compliance plan is the provider's Code of Conduct.

## **Strategy Development and Implementation To Resolve Social Determinants of Health**

Holly Howat, Ph.D.  
Beacon Community Connections

Social determinants of health are becoming an integral part of patient care for rural healthcare providers. There is an overwhelming amount of information to synthesize and multiple opportunities to consider surrounding social determinants of health and health equity. This session will give you the knowledge, skills, and tools to confidently move forward with improving the health outcomes of patients by addressing social determinants of health and improving health equity. Information will include understanding terminology, guiding principles, and effective decision-making tools. Guidance on new social care billing codes and how to incorporate them into patient care will be provided.

## **Redefining Healthcare: From Misconceptions to Mastery**

Taylor Cottano  
Southern EVALS

Prepare for an electrifying journey as we dismantle age-old myths surrounding the business of healthcare!

1. **Busting Healthcare Myths:** We start by digesting how our parents taught us all wrong about business, especially the business of healthcare. We Dive into age old concepts, unravel the misconceptions that have held you back, and ignite a pathway to explosive growth.
2. **Masters of the New Generation:** The heartbeat of your organization lies with the fresh faces of the new generation of staff. But do you truly understand their rhythm? Get ready to uncover game-changing insights on communication dynamics and strategies to ensure they are not just present, but truly engaged and firing on all cylinders!
3. **Technological Triumphs:** In the digital age, technology isn't just an option, it's your competitive edge! Harness its raw power to catapult consistency and efficiency in your organization to new dimensions. Make the machines work for you, and witness a transformation like never before!

## **Championing a Culture of Security and Safety in Healthcare: Fostering Meaningful Stakeholder Collaboration**

Anjanette Hebert, CHPA  
PalAmerican Security

Carloine Stegeman, RN, BSN, MJ, ONC, CPHRM, CPSO  
LHA Trust Funds

Meaningful collaboration between security, clinical staff and healthcare partners can be effective in improving the overall culture of patient & staff safety and promote positive public perceptions of healthcare organizations. When we strategically identify, include, and collaborate with clinical and other stakeholders in the facility security risk assessments, training and equipment deployment, investigations and other functions are strengthened and hardwired. Collaboration fosters the connection and understanding of the "why" driving each stakeholder's positions, expectations, and actions.

## **Mental Health First Aid & How It Can Help Your Staff**

Alpha Gebrie  
Senior Program Manger  
Louisiana Public Health Institute

Get ready to learn about how Mental Health First Aid (MHFA) can help you bridge the gap in mental health and substance use disorder awareness. Hear from instructors about their firsthand experience using the skills taught during MHFA training and why they stand behind MHFA. Discover how MHFA can help you, your staff, and your community.

## **Swing Bed Certification to Fill Those Beds**

Steve Simmerman  
Chief Operating Officer and Chief Financial Officer  
The Compliance Team

This talk will discuss the value of Swing Bed Quality Certification. We'll review the standards and listeners will see that they are already in compliance but will learn the value of 3rd party recognition by a nationally recognized accreditor.

## **Self Survey to Stay in Compliance**

Steve Simmerman  
Chief Operating Officer and Chief Financial Officer  
The Compliance Team

This talk will teach clinics how to do self surveys to stay in compliance with all regulations. Listeners will learn what to look for to always be survey ready. Will talk about tricks to make it easier to stay organized.

## **Improving Patient and Employee Safety through a Near Miss/Good Catch Program**

Heidi Raines  
Founder and Chief Executive Officer  
Performance Health Partners

In today's healthcare safety programs, there's a pronounced shift toward prevention, mirroring the proactive approach we've embraced for disease prevention. Progressive organizations are championing the 'Near Miss/Good Catch' program as a cornerstone for proactive risk identification and prevention. By empowering staff to report close calls, these programs ensure both patient and employee safety. This strategy promises not only safer care but also improved outcomes and cost reductions.

## **Louisiana Primary Care Association / Rural Health Workforce Program**

Peyton Fisher  
Delta Region Rural Health Workforce Program Project Director  
Louisiana Primary Care Association

The Delta Region Rural Health Workforce Training Program addresses the ongoing need in healthcare facilities for trained administrative support professionals in rural communities through the development of networks that support recruitment, formal training, social needs, certification, and placement of students. This program aims to provide training and pathways to professional certifications to current administrative support professionals working in rural DRA region healthcare facilities as well as new entrants to the workforce and dislocated workers. Eligible parishes are: Ascension, Avoyelles, East Baton Rouge, LaSalle, Natchitoches, Rapides, Vernon, West Baton Rouge, West Feliciana and Winn.